

2019

Madison County Community Health Improvement Plan (CHIP)



2019 Madison County e-CHIP



[Madison County Health Department website](#)

[2018 Madison CHA Video](#)

The 2018 Community Health Assessment priority areas are:

- **Physical Activity and Nutrition**
- **Substance Use and Mental Health**

The following CHIP Scorecard was created and submitted September 9, 2019 in order to meet the requirements for the Madison County Long and/or Short Term Community Health Improvement Plans.

Clear Impact Scorecard™ is a strategy and performance management software that is accessible through a web browser and designed to support collaboration both inside and outside organizations. WNC Healthy Impact is using Clear Impact Scorecard™ to support the development of electronic CHIPs, SOTCH Reports and Hospital Implementation Strategy scorecards in communities across the region.

Scorecard helps communities organize their community health improvement efforts:

- Develop and communicate shared vision
- Define clear measures of progress
- Share data internally or with partners
- Simplify the way you collect, monitor and report data on your results

The following resources were used/reviewed in order to complete the CHIP:

- [WNC Healthy Impact](#)
- [WNC Healthy Impact Data Workbook](#)
- [NC DHHS County Health Data Book](#)
- [NC DHHS/ DPH CHA Data Tools](#)

The **Madison County Health Department** is dedicated to the purpose of disease prevention and health promotion for all Madison County residents.

The **Madison Community Health Consortium** is a partnership that seeks to improve the overall health of Madison County citizens by networking with community agencies and groups in the on-going process of needs assessment, project development, implementation and evaluation.

Physical Activity and Nutrition-Long Term CHIP

R **HEAL** Madison County families are active and eat healthy food.

Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Alignment

Physical Activity and Nutrition and the related result Madison County families are active and eat healthy food is aligned with the following [Healthy NC 2020 Focus Areas/ Objectives](#).

- Physical Activity and Nutrition
- Cross-Cutting

Experience & Importance

How would we experience "Madison county families are active and eat healthy food in our community"?

- Decrease in BMI
- Connection made between food, health, and weight
- Change in residents' shopping carts
- Decrease in fast food
- See people being active in the community
- Improvements in chronic disease management and a decrease in overall disease
- More places and spaces for activity
- Improved vending options
- Eating together more as a family
- Increase in workplace wellness
- More people shopping at Farmer's Market
- More gardens
- Healthy options at convenience stores
- Healthy menu options at restaurants
- Improved attendance at work and school
- More people aware of healthy eating
- Doctors more concerned and encouraging healthy diet
- More buy-in from schools
- Increase in programs geared towards increasing knowledge base
- Fewer doctor visits
- Reduction in food insecurity
- Improved access to information regarding wellness opportunities
- People eat more fruits and veggies
- Healthy cooking classes in community

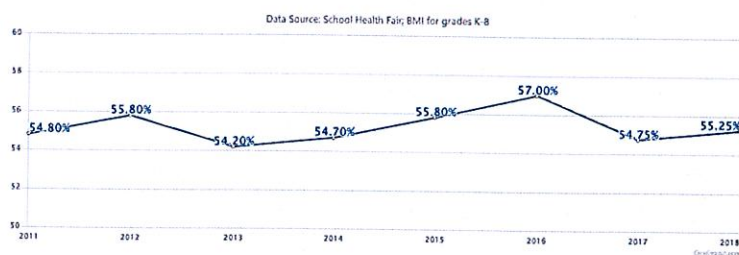
What information led to the selection of this health issue and related result?

Strong science exists supporting the health benefits of eating a healthful diet and maintaining a healthy body weight. Regular physical activity can improve the health and quality of life for all ages, regardless of the presence of a chronic disease or disability. Good nutrition is important to the growth and development of children. A healthful diet also helps individuals reduce their risks for many health conditions, including: overweight and obesity; malnutrition; iron-deficiency anemia; heart disease; high blood pressure; type 2 diabetes; and some cancers. Increased physical activity and improved nutrition are among the many factors that can help individuals reach and maintain a healthy weight.

Rural areas like Madison County often experience higher rates of obesity and overweight, yet many do not have the resources to address this critical health concern. Local healthcare facilities are less likely to have nutritionists, dietitians, or weight management experts available. Rural areas often lack exercise facilities and infrastructure to encourage physical activity. Access to healthy and affordable food is also limited in many communities.

Source: Healthy NC 2020 & Healthy People 2020

During our 2018 Community Health Assessment process physical activity and nutrition were found to be issues of high concern in both secondary data and for key informant data reviewed by our team.



2018	55.25%	—	↗ 1	-2% ↓
2017	54.75%	—	↘ 1	-3% ↓
2016	57.00%	—	↗ 3	1% ↑
2015	55.80%	—	↗ 2	-1% ↓
2014	54.70%	—	↗ 1	-3% ↓
2013	54.20%	—	↘ 1	-4% ↓
2012	55.80%	—	↗ 1	-1% ↓
2011	54.80%	—	↘ 2	-3% ↓
2010	55.00%	—	↘ 1	-2% ↓

Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on the annual percent of students with a normal BMI in grades K-5 is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue.*

- Increase in interest
- HEAL committee
- YMCA Healthy Living Mobile Market
- Beacon of Hope
- It's Okay to Play
- WIC
- Dream Team
- Greenway
- Healthy snack policy
- Diabetes education
- Hot Springs Health Program
- Diabetes Improvement Group
- Library Wellness Programs
- Dimensions Studio Classes
- Active Living Centers
- Physicians
- Mars Hill University School of Nursing
- Parks and Recreation Summer Trips
- Senior Games
- Cooperative Extension Summer Programs

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Increase in screen time
- Lack of awareness
- Long commutes
- Fast paced lifestyle
- Lack of transportation
- Geography

- Affordability of exercise programs and healthy food
- No intramural sports/cost associated with sports programs
- Lack of exercise facilities and physical activity options
- Increased stress
- No funding
- No YMCA/YWCA
- Sedentary employment

What do people most affected by the issue say?

- The biggest barrier to eating healthy is cost
- Access to free fruits and vegetables does increase overall health

Partners With a Role to Play

Partners in our Community Health Improvement Process:

Healthy Eating Active Living (HEAL) Team

- Madison County Cooperative Extension
- Madison County Schools
- Madison County Health Department
- Madison County Parks and Recreation
- Head Start
- Hot Springs Health Program
- AARP
- Mission Diabetes
- Madison County Department of Community Services
- Madison County Public Library
- YMCA of WNC
- Land of Sky Regional Council

Partners With a Role in Helping Our Community Do Better on This Issue:

- WNC Healthy Impact
- Madison County Health Department
- Madison County Schools
- Madison County Parks and Recreation
- Community Leaders
- School Health Advisory Council
- Youth
- Parents
- Madison County Cooperative Extension
- Hot Springs Health Program
- Newspaper
- Madison County Department of Community Services- Active Living Centers
- Other College Interns
- Legislative Members
- Madison County Public Library

- UNCA Center for Health and Wellness
- YMCA of WNC

Strategies Considered & Process

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference in helping Madison County families be active and eat healthy food.*

- Weight management programs for employees- Incentives for behavior changes
- Media campaign (social, photo, voice, signage)
- More RDs and health promotions staff
- Community gardens
- Senior Games year round
- Walking programs
- Cooking classes

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on active living and healthy eating.*

- HEAL collaboration
- Diabetes education program
- Parks and Rec trips
- Healthy Living Mobile Market
- MANNA cooking demos
- Diabetes Improvement Group
- Library programs-Chair Yoga-Tai Chi
- WIC
- Its OK to Play
- Greenway
- Active Living Centers
- Senior Games
- Cooperative Extension programs-summer camps
- Resource Guide
- Online Calendar
- Hot Springs Health Program
- Dream Team
- Beacon of Hope
- Nursing program at Mars Hill University
- Walking Trails

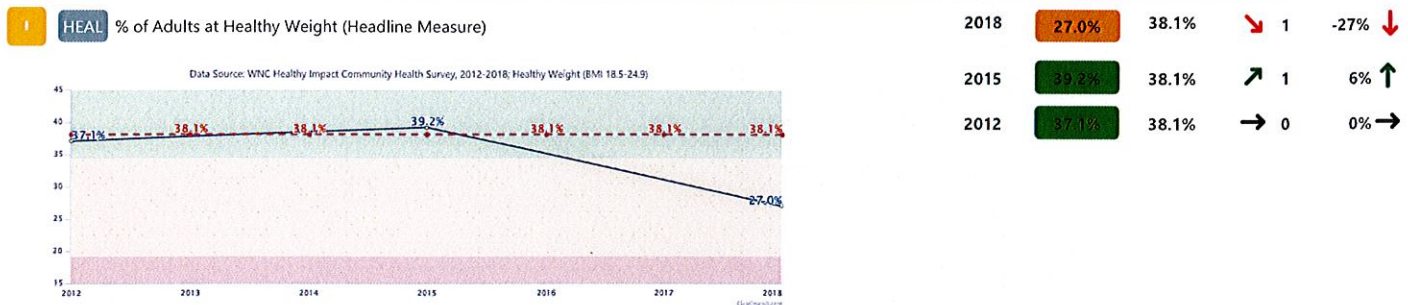
Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on active living and healthy eating.*

Name of Strategy Reviewed	Level of Intervention
CATCH PROGRAM	Individual, Organizational, Policy
Eat Smart, Move More NC	Individual
Farm to School Network	Organizational, Community and Policy
Diabetes Smart: Diabetes Education	Individual, Interpersonal,

Name of Strategy Reviewed	Level of Intervention
Recognition Program (DERP)	Organizational and Policy
Faithful Families Eating Smart and Moving More (FFESMM)	Individual, Organizational, Policy
Walk with Ease	Individual, Interpersonal, Organizational, and Community
Cooking Matters	Individual, Interpersonal, Organizational, and Community

Process for Selecting Priority Strategies

The Healthy Eating Active Living team members discussed root causes for decreased physical activity and unhealthy eating as well as explored various evidence based strategies to address the issue. Factors considered in the discussion included feasibility, resources required, and community will and values. The group selected Walk with Ease and Cooking Matters as strategies and programs that could make a difference in Madison County over the next several years.



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on the percent of adults at a healthy weight is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

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- Physicians

- Mars Hill University School of Nursing
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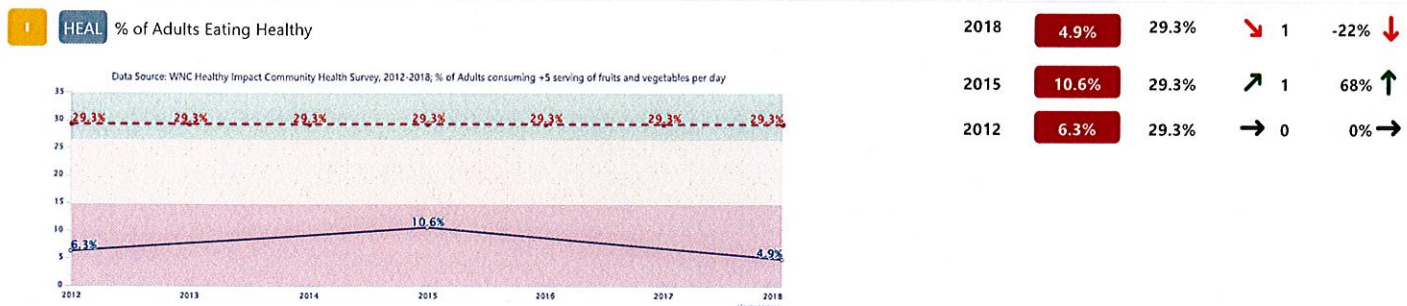
- Cooperative Extension programs-summer camps
- Resource Guide
- Online Calendar
- Hot Springs Health Program
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- Nursing program at Mars Hill University
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Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on active living and healthy eating.*

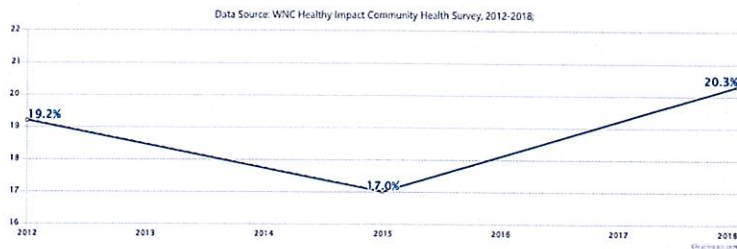
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CATCH PROGRAM	Individual, Organizational, Policy
Eat Smart, Move More NC	Individual
Farm to School Network	Organizational, Community and Policy
Diabetes Smart: Diabetes Education Recognition Program (DERP)	Individual, Interpersonal, Organizational and Policy
Faithful Families Eating Smart and Moving More (FFESMM)	Individual, Organizational, Policy
Walk with Ease	Individual, Interpersonal, Organizational, and Community
Cooking Matters	Individual, Interpersonal, Organizational, and Community

Process for Selecting Priority Strategies

The Healthy Eating Active Living team members discussed root causes for decreased physical activity and unhealthy eating as well as explored various evidence based strategies to address the issue. Factors considered in the discussion included feasibility, resources required, and community will and values. The group selected Walk with Ease and Cooking Matters as strategies and programs that could make a difference in Madison County over the next several years.



2018	20.3%	---	↑ 1	6% ↑
2015	17.0%	---	↓ 1	-11% ↓
2012	19.2%	---	→ 0	0% →



P **HEAL** Walk with Ease

Time Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What Is It?

Walk with Ease was identified by the Healthy Eating Active Living Team as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in physical activity in our community. This is a new program in our community.

The priority population/customers for Walk with Ease are adults who wish to increase their physical activity, and the program aims to make a difference at the individual/interpersonal/organizational and community change level. Implementation will take place in the community.

Partners

The partners for Walk with Ease include:

Agency	Person	Role
Madison County Health Department	Amy Massey	Co- Lead
Hot Springs Health Program	McLean Benjamin	Co-Lead
Marshall Active Living Center	Angela Allison	Represent Target Population
HEAL Team		Support
Madison County Cooperative Extension		Collaborate
NC Center for Health and Aging	Jeanne Dairaghi	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Walk with Ease Training for Leaders	Supervisor Permission Time	UNCA/Jeanne D. provide training Health Dept./ Amy M. Hot Springs Health Program/ McLean B. Community Services/ Angela A.	5-8-19
Secure Class Location		Health Dept./ Amy M.	6-17-19
Promote Class	Flyers Facebook Posts	Health Dept./ Amy M. Hot Springs Health Program/ McLean B. HEAL Team Members	6-27-19
Class Start-		Health Dept./ Amy M.	8-5-19 to 9-13-19

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Participants complete class roster and pre survey		Hot Springs Health Program/ McLean B.	

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Walk with Ease through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for Walk with Ease:

- Use program performance measures to ensure ongoing effectiveness of Walk with Ease program and demonstrate successes to funders and other key stakeholders.
- Communicate with and engage diverse community leaders and organizations to increase number of program leaders and participants.
- Identify champions who may want to receive training and lead other Walk with Ease groups or continue walking groups in their communities.
- Increase community awareness of Walk with Ease by demonstrating the value of the program via participant stories in the local newspaper.

PM	How Well	% Participants Completing Program	---	---	---	---	---
PM	Better Off?	% Participants who Increase Walking (Pre/Post)	---	---	---	---	---
P	HEAL	Cooking Matters	Time Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change

What Is It?

Cooking Matters was identified by the Healthy Eating Active Living Team as an action that - when combined with other actions in our community - has a reasonable chance of making a difference in healthy eating in our community. This is a new program.

The priority population/customers for Cooking Matters are low income adults and families, and the healthy eating program aims to make a difference at the individual/interpersonal/organizational/community change level. Implementation will take place in the community setting.

Partners

The partners for Cooking Matters include:

Agency	Person	Role
YMCA	Lauren Furgieuele	Lead
HEAL Team		Support
Madison County Cooperative Extension	Sue Estridge	Collaborate

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Secure Leader	Training	Lauren F. YMCA	10-1-19

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Secure Location		Lauren F. YMCA	10-15-19
Advertise Class	Flyers Press Release Facebook Post	HEAL Team	10-31-19
Hold First Class			11-19

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Cooking Matters through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for Cooking Matters:

- Use program performance measures to ensure ongoing effectiveness of Cooking Matters and demonstrate successes to funders and other key stakeholders.
- Communicate with and engage diverse community leaders and organizations to increase number of program participants and sites.
- Identify champions who may want to volunteer with programs in their communities.
- Increase community awareness of Cooking Matters by demonstrating the value of the program via participant stories in the local newspaper.

PM	How Well	% Participants Completing Program	--	--	--	--	--
PM	Better Off?	% Adults and families that are more confident in their cooking abilities	--	--	--	--	--

Substance Use/Mental Health- Long Term CHIP

R	Mental Health	Madison County residents are free from substance use and mentally healthy.	Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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Alignment

Substance Use and Mental Health and the related result Madison County residents are free from substance use and are mentally healthy are aligned with the following Healthy NC 2020 Focus Areas/ Objectives.

- Substance Use
- Mental Health

Experience & Importance

How would we experience Madison County residents are free from substance use and mentally healthy in our community?

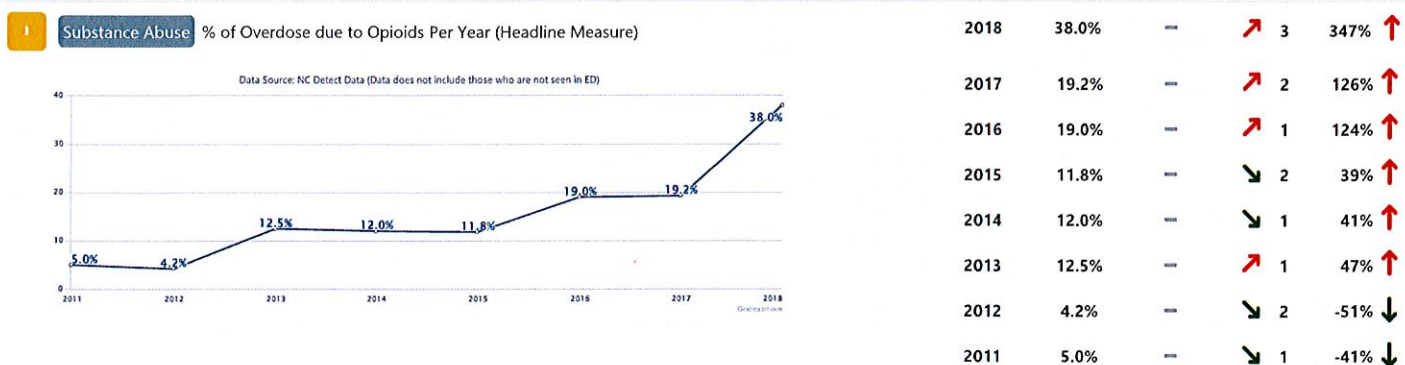
- Families spending and enjoying time together
- People asking for help and reaching out
- Optimism
- Decrease in domestic violence calls
- Fewer disciplinary actions and kids acting out
- Trust among students and school staff
- More learning in schools
- Less 911 calls

- Less arguing/yelling
- More skillful parenting
- Laughter
- Relaxing
- Getting to know your neighbors
- Talking
- Gathering at sporting events
- Helping each other when in need
- Building more relationships
- People using recreational services
- No stigma
- Fewer incarcerations
- No overdoses

What information led to the selection of this health issue and related result?

There is a growing awareness of the connection between mental health and substance abuse. Addiction and mental illnesses are dangerous alone; together they can be lethal. Substance use and abuse are health issues which often are major contributors to death and disability. People who suffer from abuse or dependence are at risk for premature death, injuries, and disability. In addition, substance use and misuse can have adverse consequences for families and communities. Mental health and physical health are closely connected. Mental illnesses such as depression and anxiety, affect people's ability to participate in health promoting behaviors. In turn, problems with physical health, such as chronic diseases, can have a serious impact on mental health and decrease a person's ability to participate in treatment and recovery. Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. Rural communities such as Madison often struggle with access to mental health and substance use programs and services. Lack of providers and transportation in the community are barriers to access for care. Mental health, an integral component of individual health, is important throughout the lifespan. Individuals with poor mental health may have difficulties with interpersonal relationships, productivity in school or the workplace, and their overall sense of well-being. People, including children and adolescents, with untreated mental health disorders are at high risk for many unhealthy and unsafe behaviors, including alcohol or drug abuse, violent or self-destructive behavior, and suicide. Mental health disorders also have a serious impact on physical health and are associated with the prevalence, progression, and outcome of some of today's most pressing chronic diseases, including diabetes, heart disease, and cancer. Mental health disorders can have harmful and long-lasting effects—including high psychosocial and economic costs—not only for people living with the disorder, but also for their families, schools, workplaces, and communities. Several factors have been linked to mental health, including race and ethnicity, gender, age, income level, education level, sexual orientation, and geographic location. Other social conditions—such as interpersonal, family, and community dynamics, housing quality, social support, employment opportunities, and work and school conditions—can also influence mental health risk and outcomes, both positively and negatively. A better understanding of these factors, how they interact, and their impact is key to improving and maintaining the mental health of all people in Madison County.

Source: Healthy NC 2020 & Healthy People 2020



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on people with drug overdoses is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Economic development
- Naloxone
- Lock boxes for meds
- Education encouragement
- Local provider strategies
- Chronic pain management alternatives
- Policies/practice changes
- Controlled reporting system
- Madison Substance Awareness Coalition
- Drug Free Communities Grant
- Community Involvement
- Hepatitis C Education and Testing
- Medication drop boxes
- Medication take back events
- Community forums
- Drug court
- Families Against Narcotics
- AA, Al Anon, etc
- Madison Patriots Prevention Partners (MP3)

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Transportation problems
- Lack of recreational activities and sports when you get to middle and high school
- I-26
- Lack of job opportunities (especially for youth)
- Drug trade income
- Rx advertisements
- Geographically isolated areas
- Poverty
- Easy access/availability
- Education on medication dangers
- Rx at grandparents house
- The "it doesn't happen here" mentality
- Rx for pain
- Views less dangerous

- Not enough support for those suffering with addiction or families
- Stigma
- Lack of resources
- Access barriers
- Cost
- Shortage of counselors
- Crime
- Self medicating

What do people most affected by this issue say?

- Court issues play a major role
- Financial pressures/barriers
- Lack of Medicaid
- No transportation to access community resources
- Isolation
- Stigma
- Trauma history
- Emotional neglect
- Growing up in dysfunctional family/generational cycle
- Low self-esteem; feeling of acceptance when using
- Lack of or loss of recreational activities

Partners With a Role to Play

Partners in our Community Health Improvement Process:

- Madison Substance Awareness Coalition
- Madison County Health Department
- Madison Community Health Consortium
- WNC Healthy Impact
- MAHEC-Triple P

Partners With a Role in Helping Our Community Do Better on This Issue:

- Madison County Health Department
- EMS
- Law Enforcement
- Local health providers
- Pharmacies
- Churches
- Parents/Grandparents
- Youth
- Mental Health/Substance Use providers
- WNC Healthy Impact
- MAHEC-Triple P

- Madison Substance Awareness Coalition
- Madison County Schools
- Community leaders
- School Health Advisory Council
- Newspaper
- Legislative Members
- Madison County Department of Social Services
- Mars Hill University
- My Sisters Place

Strategies Considered & Process

The following actions have been identified by Madison Substance Awareness Coalition and community members as ideas for what can work for our community to make a difference on Substance Use and Mental Health.

Actions and Approaches Identified by Our Partners *These are actions and approaches that our partners think can make a difference on Substance Use and Mental Health.*

- Train more peer specialists
- On-going med safety education with seniors and dispensing med safety boxes
- More youth activities
- Naloxone training
- More faith support
- Build sharing circles about raising grandkids
- Medication Assisted Treatment
- Parenting support and classes
- Expand education from middle school and early college to high school and alternative school
- Teen Intervene classes

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on Substance Use and Mental Health.*

- Narcan distribution and training
- Medication Drop Boxes
- Medication Lock Boxes
- Medication Take Back Events
- Youth Education (schools) and Empowerment (MP3)
- Madison Substance Awareness Coalition (collaboration)
- PRIDE survey collection
- Community survey collection
- Drug Court
- Families Against Narcotics
- Substance Use support groups
- Triple P
- Town Hall Meetings

Evidence-Based Strategies These are actions and approaches that have been shown to make a difference on Substance Use and Mental Health.

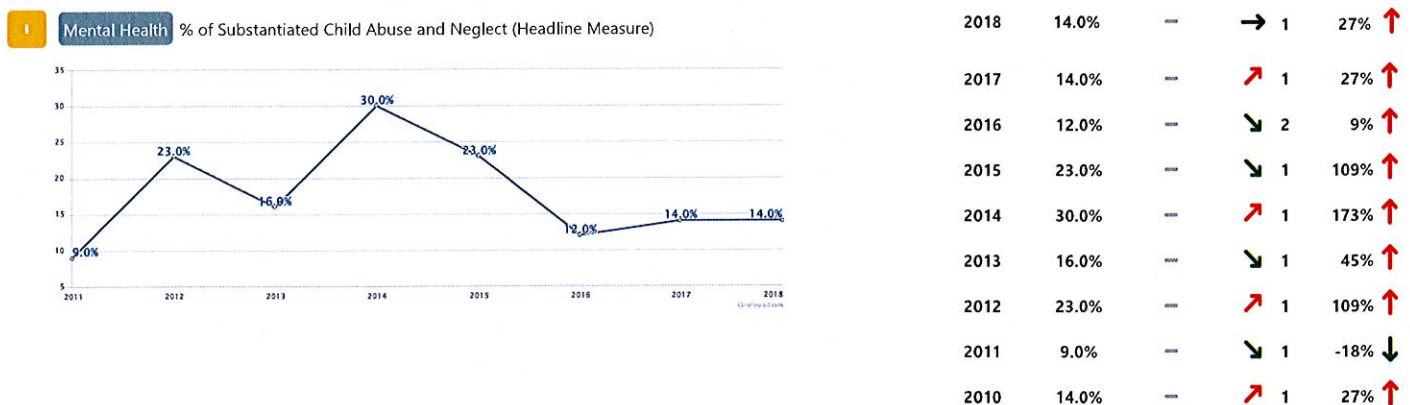
Name of Strategy Reviewed	Level of Intervention
Medication Assisted Treatment (MAT)	Individual, Interpersonal, Organizational and Policy
Substance Use/Mental Health Awareness Campaign	Community
Chronic Pain Self Management Program	Individual, Community, Policy
Positive Parenting Program (Triple P)	Individual, Interpersonal, Community, Policy and Organizational

What Community Members Most Affected by Substance Use Say These are the actions and approaches recommended by members of our community who are most affected by Substance Use

- Recovery education classes
- Recovery Rally
- Peer/Family support
- Sense of community
- Avoiding places and people that trigger Substance Use
- Employment/access to jobs
- Community service-the sense of giving back and purpose
- Community resources
- Church involvement
- Recovery housing
- Access to 12 step meetings
- Reduce stigma
- Safe activities/spaces
- Financial assistance

Process for Selecting Priority Strategies

Madison Substance Awareness Coalition discussed root causes for substance use and mental health and explored various evidence based strategies to address both issues. Factors considered in the discussion included feasibility, resource requirements, as well as community will and values. Medication Assisted Treatment and expansion of the Triple P program were selected as strategies that could make a positive difference in Substance Use and Mental Health in Madison County.



Story Behind the Indicator

The "Story Behind the Curve" helps us understand why the data on substantiated child abuse is the way that it is in our community. When we understand the root causes of our community problems, we have a better chance of finding the right solutions, together.

What's Helping? *These are the positive forces at work in our community and beyond that influence this issue in our community.*

- Economic development
- Education encouragement
- Local provider strategies
- Policies/practice changes
- Madison Substance Awareness Coalition
- Community Involvement
- Resiliency Training
- Triple P
- Resource Card

What's Hurting? *These are the negative forces at work in our community and beyond that influence this issue in our community.*

- Transportation problems
- Lack of recreational activities and sports when you get to middle and high school
- Lack of job opportunities
- Substance Use
- Geographically isolated areas
- Poverty
- Grandparents responsible for grandchildren
- Not enough foster parents
- The "it doesn't happen here" mentality
- Not enough support for families
- Stigma
- Lack of resources
- Access barriers
- Cost
- Shortage of counselors
- Self medicating

Partners With a Role to Play

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- More faith support
- Build sharing circles about raising grandkids
- Medication Assisted Treatment
- Parenting support and classes
- Expand education from middle school and early college to high school and alternative school
- Teen Intervene classes

What is Currently Working in Our Community *These are actions and approaches that are currently in place in our community to make a difference on Substance Use and Mental Health.*

- Narcan distribution and training
- Medication Drop Boxes

- Medication Lock Boxes
- Medication Take Back Events
- Youth Education (schools) and Empowerment (MP3)
- Madison Substance Awareness Coalition (collaboration)
- PRIDE survey collection
- Community survey collection
- Drug Court
- Families Against Narcotics
- Substance Use support groups
- Triple P
- Town Hall Meetings

Evidence-Based Strategies *These are actions and approaches that have been shown to make a difference on Substance Use and Mental Health.*

Name of Strategy Reviewed	Level of Intervention
Medication Assisted Treatment (MAT)	Individual, Interpersonal, Organizational and Policy
Substance Use/Mental Health Awareness Campaign	Community
Chronic Pain Self Management Program	Individual, Community, Policy
Positive Parenting Program (Triple P)	Individual, Interpersonal, Community, Policy and Organizational

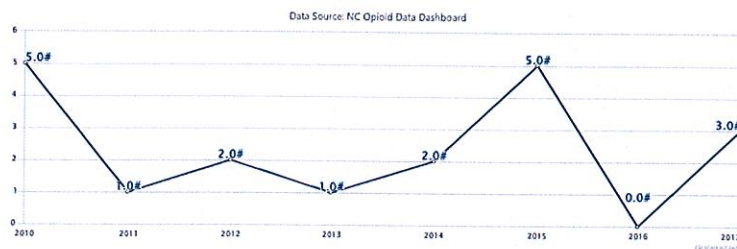
What Community Members Most Affected by Substance Use Say *These are the actions and approaches recommended by members of our community who are most affected by Substance Use*

- Recovery education classes
- Recovery Rally
- Peer/Family support
- Sense of community
- Avoiding places and people that trigger Substance Use
- Employment/access to jobs
- Community service-the sense of giving back and purpose
- Community resources
- Church involvement
- Recovery housing
- Access to 12 step meetings
- Reduce stigma
- Safe activities/spaces
- Financial assistance

Process for Selecting Priority Strategies

Madison Substance Awareness Coalition discussed root causes for substance use and mental health and explored various evidence based strategies to address both issues. Factors considered in the discussion included feasibility, resource requirements, as well as community will and values. Medication Assisted Treatment and expansion of the Triple P program were selected as strategies that could make a positive difference in Substance Use and Mental Health in Madison County.

I Substance Abuse Overdose Deaths due to Opioid Overdose Per Year



2017	3.0#	---	↑ 1	-40% ↓
2016	0.0#	---	↓ 1	-80% ↓
2015	5.0#	---	↑ 2	0% →
2014	2.0#	---	↑ 1	-60% ↓
2013	1.0#	---	↓ 1	-80% ↓
2012	2.0#	---	↑ 1	-60% ↓
2011	1.0#	---	↓ 1	-80% ↓
2010	5.0#	---	→ 0	0% →

P Mental Health Triple P

Time Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What Is It?

Triple P is an action that - when combined with other actions in our community - has a reasonable chance of making a difference in mental health. This is an ongoing program in our community. Plans are included to expand the program by offering more Level 2 1:1 sessions in the clinical setting and teen group sessions in the community.

The audiences for the Triple P program are children and families, and the program aims to make a difference at the individual/interpersonal/community/policy and organizational levels.

This program aims to improve parenting skills and increase knowledge of community resources.

Partners

The partners for Triple P include:

Agency	Person	Role
Madison County Health Department	Staff	Lead Agency
RHA	Staff	Collaborate
Madison County Schools	Principal Madison Middle School	Represent Target Population
MAHEC	Triple P Staff	Support
Madison Substance Awareness Coalition	Director and Coalition Members	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Staff Training	Triple P Leader Training	Madison County Health Department and Triple P Staff	November 2019
Meet with RHA to discuss Teen Groups	Meeting date and space	MSAC Coordinator	January 2019

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Triple P through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for Triple P:

- Use program performance measures to ensure ongoing effectiveness of Triple P and demonstrate successes to funders and other key stakeholders.
- Communicate with and engage diverse community leaders and organizations to increase number of program participants.
- Identify champions who may want to recieve training in Triple P or promote the program to others.
- Increase community awareness of Triple P by demonstrating the value of the program via participant stories in the local newspaper.

PM	How Much	Number of Parents Attending the Teen Group Sessions	--	--	--	--	--
PM	Better Off?	% Parents that are more confident in their parenting ability	--	--	--	--	--
PM	How Much	Number of Parents Receiving 1:1 Level 2 Triple P Interventions	--	--	--	--	--

P	Substance Abuse	Medication Assisted Treatment	Most Recent Period	Current Actual Value	Current Target Value	Current Trend	Baseline % Change
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What Is It?

Medication Assisted Treatment was identified by Madison Substance Awareness Coalition as an action, that when combined with other actions in our community, has a reasonable chance of making a difference in Substance Use. This is a new program in our community.

The priority population/customers for Medication Assisted Treatment (MAT) are adults and pregnant women with opioid use disorder, MAT aims to make a difference at the individual/interpersonal/organizational and policy level. Implementation will take place in the clinical setting.

Partners

The partners for Medication Assisted Treatment include:

Agency	Person	Role
Madison County Health Department	Clinic Staff	Lead
Mental Health Providers		Collaborate
Hot Springs Health Program		Support
Madison Substance Awareness Coalition	Members	Support

Work Plan

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Training for Providers	Staff Time Funds	Health Director	Completed- 2017 and 2019
Secure Funds	Staff Time Grant	Health Director Clinical Staff	Completed 5-1-19
Develop partnerships with Mental Health Service Providers	Staff Time	Health Director Clinical Staff	Completed

Activity	Resources Needed	Agency/Person Responsible	Target Completion Date
Develop policies, procedures and a schedule	Staff Time	Health Director Clinical Staff Front Desk Staff	Completed
Enroll participants in program	Staff Time	Health Director Clinical Staff	July 2019

Evaluation & Sustainability

Evaluation Plan:

We plan to evaluate the impact of Medication Assisted Treatment through the use of Results-Based Accountability™ to monitor specific performance measures. We will be monitoring How Much, How Well and/or Better Off Performance Measures. Our evaluation activities will be tracked in the Work Plan table, above.

Sustainability Plan:

The following is our sustainability plan for Medication Assisted Treatment (MAT):

- Use program performance measures to ensure ongoing effectiveness of the Medication Assisted Treatment (MAT) program and demonstrate successes to funders and other key stakeholders.
- Communicate with and engage diverse community leaders and organizations to increase knowledge of MAT program.
- Increase community awareness of Medication Assisted Treatment by demonstrating the value of the program via participant stories and testimonials.
- Continue to seek additional funding sources as they become available.

PM	How Well	% Participants completing program	--	--	--	--	--
PM	Better Off?	% Participants meeting program requirements (appointments, urine drug screens)	--	--	--	--	--